RJ Reynolds
Tobacco Company

Mark Young
New York Metro

August 29, 1997

To: All New York Metro Managers

Subject: New Merchandising Contracts / "Important"

Dear Managers,

As we've discussed over the past few months, we as a company have now reached the CIV objective nationally for retail stores with a merchandising contract. Up to this point I have allowed a few exceptions for signing net new contracts. Due to the good work of Art Groll in the Eastern Lobby Chain, along with a couple of other pending chain presentations ..... we have now reached the region's maximum number of contracts. **Effective Immediately** the only new contracts that will be approved will be new "Philip Morris Exclusive Stores" or "Lock-out Stores" that we can finally get in.

To sign a new store on a contract will require that another similar (payment) contract must be canceled. A note will be required on all contracts being sent to the ROU explaining what contract was canceled .... allowing a new location to be signed. I will personally review all new contracts from this point .... as I have been doing for the past several months.

Additional notes on contracts (my personal observations):

- ❑ Handwriting: If your writing is poor ..... and many Representatives do qualify ..... then, "Print" the required information. I personally can't understand how Debbie can read some of the contracts.
- ❑ All new contracts must have the "Required Presence" elements listed on the contract. At the same time, the Retail Representative must also know the required items that he/she is responsible for maintaining.
- ❑ All contracts must have the Representatives "Name Stamp". This becomes extremely important when you can't read a word that has been written!

Please explain the freeze on new contracts to your Representatives as soon as possible. If you have any questions, give me a call.

Sincerely,
Mark Young

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